LOUISVILLE EVENT PLANNING TIPS

Jerry E. Abramson, Mayor

Getting Started - to plan a successful event consider the following event basics as a guide

- Designate a lead event or project manager to confirm that all tasks required for a successful event have been completed on time by the assigned individual or group responsible.
- Develop an event planning guide and "To Do" time line that identifies all event needs and who will be responsible to execute them prior to, during and after the event. Any Plan A should have a Plan B just in case...
- Identify potential budget/expense items and match it to sponsor/other revenue streams and compare with your event planning guide to ensure that all expenditures have been accounted for.
- Conduct an onsite visit of the venue or event site and obtain a layout or blueprint of the area. Photos, video and scale renderings will help you plan the development of your event.
- Create a committee and/or identify labor resources (paid staff, event crew, volunteers etc.) to help with the planning and execution of your event.
- Create Awareness! It is critical to develop an effective publicity and advertising campaign.

Organizing Your Event - important next steps to consider:

- Determine event name, theme and goal.
- $oldsymbol{arDelta}$ Choose one person in the organization to be the primary contact for the event.
- Contact information. Provide and ask for contact information for all event resources including the company, agency, organization or individual producing the event, address (street, city, state, zip), the event name (as it will appear in promotions), contact person name, office phone, cell and fax numbers, e-mail address and web site.
- Reserve your space as early as possible. For events on Metro properties, check <u>www.louisvilleky.gov</u> or see below:
 - Outdoor Louisville Metro public spaces (Riverwalk, downtown squares, parks, streets and sidewalks, other public open spaces, etc): Inspections, Permits & Licenses (IPL), (502) 574-2985, ipl@louisvilleky.gov, www.louisvilleky.gov/ipl
 - Belle of Louisville and Spirit of Jefferson Steam Boats: (502) 574-2992, www.belleoflouisville.org
 - Belvedere: (502) 574-3768, events@louisvillewaterfront.com, www.louisvillewaterfront.com

 - Farnsley-Moreman historic home: (502) 935-6809, www.riverside-landing.org)
 Iroquois Amphitheater: (502) 636-5181, parks@louisvilleky.gov, www.louisvilleky.gov/metroparks
 - Jefferson Memorial Forrest and conference facilities: (502) 368-5404, forest@louisvilleky.gov, www.memorialforrest.com
 - Locust Grove historic home: (502) 897-9845, <u>www.locustgrove.org</u>)
 - Louisville City Hall: Sophia White, (502) 574-1100, Sophia.white@louisvilleky.gov, www.louisvilleky.gov (internal meetings only)
 - Louisville Gardens: (502) 574-0067, <u>facilities.services@louisvilleky.gov</u>, <u>www.louisvilleky.gov</u>
 - Louisville Metro Hall: Jennifer Motley, (502) 574-5011, Jennifer.motley@louisvilleky.gov, www.louisvilleky.gov (public areas: front steps, lawn, second floor rotunda)
 - Louisville Science Center: (502) 561-6100, www.louisvillescience.org
 - Louisville Zoo: (502) 459-2181, www.louisvillezoo.org
 - Memorial Auditorium: (502) 574-0067, facilities.services@louisvilleky.gov, www.louisvilleky.gov
 - Otter Creek Park: (502) 574-4583, ottercreek@louisvilleky.gov, www.ottercreekpark.org
 - Parks, community centers and shelters: (502) 636-5181, parks@louisvilleky.gov, www.louisvilleky.gov/metroparks
 - Waterfront Park and Wharf: (502) 574-3768, events@louisvillewaterfront.com, www.louisvillewaterfront.com

Even if the event is on PRIVATE PROPERTY you should submit an event application if the activity will impact traffic, parking, police, EMS, fire or TARC. Event will be automatically listed on the Mayor's on-line events calendar.

Consider the location, date and time of the event. Your event location, date and time are critical to the success of your activity. Take into account your audience and also consider other factors like competing/similar events in the same time frame, local and national sporting events, national holidays, religious holidays/considerations, school year/breaks, time of year (indoor vs. outdoor) etc.

Mudience Will event be free or paid admission; consider if event will be open to the general public, invited/ticketed guests, private, special needs guests etc.

Estimated Attendance This will help in finding the appropriate venue, space or room for your event.

Venue/event location Once you have narrowed your choices ask if your event will fit in the venue, ease of ingress and egress, street address, handicap accessibility, restrooms etc. For indoor locations consider number of guests, room set up (classroom, theater style, round tables, open square, head table, cocktail etc.). For all locations remember to leave plenty of space for the event attendees, vendors,

equipment, emergency access and if another event or function is happening nearby that may interfere with your event or vice versa (particularly a concern indoors) etc. Also consider rental fees and other associated costs.

Event media, marketing and public relations How are you going to let attendees/public know about your event? Consider...

- determine a single media spokesperson and contact
- press release/press conference
- media packets
- website, web links, web ads
- direct mail (letter, invitation, post card, brochure, pamphlet, newsletter)
- e-mail (e-lists, e-distribution, e-fliers etc.)
- printed fliers and/or posters
- print ads (newspapers, newsletters, magazines)
- TV & radio (earned, paid)
- consider logo development and/or branded look
- event survey and door prize drawing(s)
- photography (video, still, aerial etc.)
- photo backdrop consider subject, message to communicate, sponsors needs etc.; location, lighting needs, etc.

Mayor's On-Line Events Calendar: To include your event, concert, function or activity information on www.louisvilleky.gov, e-mail your event information to events@louisvilleky.gov

Special Requirements



Special Needs & Planning Considerations

Event Planning

BUDGET & FINANCE

- budget development (include a 10% contingency)
- type of event (not-for-profit, charitable, for profit)
- bid your event needs (A/V, entertainment, generators, vendor and supplier needs etc.)
- money/sales room, petty cash, cash boxes, receipts books etc.
- banking needs/on-site ATM/state sales tax ID # etc.
- tickets (admission, vendor sales tracking, marketing and distribution etc.)

COMMITTEE, VOLUNTEERS & LABOR NEEDS

- establish a board and/or an event/planning committee (incorporated, organization affiliation, informal etc.)
- establish regular meeting place, day and time
- communicate regularly with event committee
- volunteer needs/job descriptions/recruitment
- follow up/critique meeting
- staffing/contractors/temporaries/interns etc.

COMMUNICATIONS

- determine a phone number to be published for event info
- consider office and on-site needs
- office phones/fax (additional and/or dedicated lines)
- cell phones
- 2-way radios (headsets, speaker mics, ear pieces)
- website, e-mail address
- copy machines/printers/scanners

ENTERTAINMENT, SPEAKERS & STAGE ACTIVITIES

- children's activities, inflatables, carnival rides etc.
- live entertainment, pre-recorded soundtrack or music (bands/singers, acts, performers, walk-around etc.); CD's
- stage manager/production company
- stage acts and/or run of show script
- back stage/Green Room needs
- master of ceremonies/speakers/moderators/panelists
- speaker agenda/script/speech/general remarks/timeline
- bio's of speakers, presenters, panelists etc
- Special needs (foreign language or deaf/hard of hearing interpreter, Braille etc.)

MERCHANDISE & VENDING

- determine need for specialized event products, either for sale and/or premium giveaways (posters, t-shirts, cups/mugs etc.)
- food and beverage vendors (caterers, restaurants, concessionaire, community groups etc.)
- additional merchandise vendors
- exhibit/display/informational
- vendor space and fees (percentage, percent plus, booth fee etc.)
- vendor/booth space (tents provided by event or vendor provided, other amenities etc.)
- water and power accessibility

PERMITS & INSURANCE

- · insurance (if you are not a Metro Agency your event may require insurance on Metro Property)
- permits: event, ABC, health, vendor, tent, pyrotechnic, etc.
- street closings emergency services, TARC, neighbor and business notification

PRODUCTION & OPERATIONS GUIDE

- develop event planning "To Do" timeline by month, month of, week of, day of and post event
- written event set up/tear down plan
- · event layout and map
- important numbers directory (name, address, home phone, office phone, fax, cell, e-mail, website etc.)
- master event book that contains copies of all event related material, meeting notes, invoices, brochures, PR etc.
- centralized location for event files and supply storage
- info booth/sign in table/registration
- clean up during and post event labor; dumpsters/garbage cans and liners
- recycling and green event initiatives

SPONSORSHIP DEVELOPMENT

- sponsorships (cash, in-kind, trade baseline determined by expense budget)
- media partners (print, radio, TV)
- partnerships (community organizations, business groups, employee groups etc.)
- development of sponsorship materials (letter, folder/binder, brochure, DVD, power point etc)
- sponsor and/or pre-event reception
- post event sponsor follow up (thank you letter, event stats, number in attendance, monies raised etc)

VIP

- Mayor in attendance (502-574-2003 to request form)
- celebrities, special guests, etc; gifts, thank you's
- VIP and/or pre-event reception

Public Safety & Event Security

- public and event security (money room, VIP, overnight, stage, crowd control, beer garden etc)
- traffic control
- EMS/First Aid services
- barricades (auto, pedestrian)/turnstiles/stanchions
- first aid kit
- health department needs/permit
- fire marshal regulations (venues, vendors, pyrotechnics, tents, fire extinguishers, decorations etc.)

Event Equipment, Rentals & Supplies

- stage/stage skirting, backdrop
- stage risers (press, photographers etc)
- performance risers (choirs, singing groups etc)
- electrical needs (generator/distribution, on-site power/light towers etc)
- bleachers (open seating, ticketed)
- tents (pop-up, pole, clear span etc; staked or water barrel weights)
- tables/type
 - o rounds: 48", 60" or 72"
 - banquet: 4′, 6′ or 8′; bar height, regular width or seminar width
 - cocktail: short (with chairs); tall (standing or with stools)
 - square (card table type)

Audio/Visual Needs

- podium/lectern
- mult box for media hook-ups
- external sound system
- house sound system
- cassette player
- CD player
- DVD player
- VCR
- event lighting/effect lighting/gobos
- overhead projector

Event Signs & ID

- event ID signs and/or banners
- directional signs (traffic, interior and exterior)
- event/VIP/staff/vendor parking passes
- sponsor/thank you signs
- activity signs

Event Decorations & Accessories

(check with venue on any limitations or restrictions)

- · special effects/fireworks
- themed

- chairs/stools (wood, plastic, metal frame; consider color, folding, stacking; chair slip covers etc.)
- picnic tables
- pipe and drape (back drops, booths etc.)
- pipe frame for banners/backdrops
- command posts/on site office trailers
- scaffolding/scissor lifts/platform lifts
- heat/air conditioning
- restroom/port-a-lets
- utility/people mover carts
- coat racks
- office supply box (tape, pens/pencils/markers, stapler, scissors, paper clips, message pad, glue, etc)
- tool box (duct tape, staple guns, screwdrivers, zip ties, hammer, etc)
- power point projector
- projection screen
- projector
- TV monitor
- microphone (wireless hand held, lapel, regular etc.)
- microphone stand
- flip charts/easels
- white board
- laptop
- internet connection (wireless, high speed etc.)
- attendee and staff nametags
- ID badges/credentials (distribute in a timely manner to all parties, ie sponsors, VIP's, special guests, staff, volunteers, vendors, etc.)
- linens/table skirts, tops
- centerpieces

Clothing, gifts etc.

- event merchandise
- staff/volunteer clothing/uniforms
- awards, proclamations, presentations
- general event/support thank you gifts/letters

Transportation

- parking for guests
- parking for supplier/equipment vehicles
- rental cars, vans or trucks

shuttles, trolleys, busses

attendee gifts/goody bags/thank you's

speaker, VIP, celebrity, sponsor gifts/thank you's

sponsor premiums to distribute to event guests

valet service

door prizes

☑ Floor Plan and/or Event Layout

- If you require a specific set-up, as in a large event or banquet, it is helpful to provide a floor plan/layout of how you would like to have the venue set and where specific items need to be located
- Events on Metro property or public rights-of-way must submit a site map for large events showing stage, vending, fencing, dumpster, restroom, public safety/EMS etc.
- A street map must accompany your application for street closings
- A route map must accompany your application for parades, walks, runs, races etc.

Catering & Concession Services If the event requires food services of any kind, you must arrange for a caterer or concessionaire. To help in your planning, consider the number of anticipated quests, dietary and religious considerations, fire marshal regulations and health department permits etc. Determine buffet or table service (if table service, pre-set, served or a combination - i.e. pre-set drinks, salad, dessert with served entree).

FULL MEAL

- Breakfast: buffet or table service
- Brunch: buffet or table service
- Lunch: buffet, table service or boxed
- Dinner: buffet or table service
- Appetizers, Rolls, Salads, Desserts, desired condiments

COCKTAIL

Hors D'Oeuvres: buffet style or silver tray service



Jerry E. Abramson, Mayor

Contact Information:

Mayor's Office for Community Relations & Events 527 West Jefferson Street, Suite 101 Louisville, KY 40202 (502) 574-5220 office (502) 574-1042 fax www.louisvilleky.gov

Mike Maloney, Director (502) 574-5220 mike.maloney@louisvilleky.gov

EVENTS:

Monica Sheckles, Event Manager (502) 574-2825

monica.sheckles@louisvilleky.gov

Steven Bowling, Project Manager (502) 574-5010 Steven.bowling@louisvilleky.gov

CORPORATE & COMMUNITY PARTNERSHIPS:

Treva Brockman Partnerships & Sponsorships Manager (502) 574-5229 treva.brockman@louisvilleky.gov

Britainy Beshear, Community Relations Coordinator (502) 574-0147

Britainy.beshear@louisvilleky.gov

SNACKS

Mid-morning, mid-afternoon, evening and/or snack baskets on tables

DRINKS

- Coffee; hot tea; iced tea, soft drinks and bottled water; water glasses
- beer/wine bar (cash or comp)
- full bar (cash or comp)

CONCESSIONAIRE

Fair type foods (corn dogs, sausages, burgers, funnel cakes, cotton candy, ice cream etc.)